

BUSINESS INTELLIGENCE

Starting in September 2022, Huron will offer a Specialization and Honors Specialization in **Business Intelligence** within the Management and Organizational Studies department.

Usually reserved for graduate studies, Business Intelligence is a fast-emerging field in Canada and around the world. Undergraduate students at Huron will have access to this specialization, allowing them to develop some of the most sought-after skills by the time they graduate.

WHY BUSINESS INTELLIGENCE

In today's world, computer-based technology continues to revolutionize the way organizations work and make decisions. Relying on increasingly large pools of data, organizations have shifted to evidence-based business decisions, creating a demand for experts who can derive insights from in-depth analysis of high volume, high velocity and high variety data to inform these decisions.

Organizations of all sizes now understand that the ability to transform raw data into meaningful insights (smart data) is the most efficient way to increase their productivity and profitability.

A degree in Business Intelligence will provide the knowledge and skills necessary to succeed in this context and will open a range of career opportunities for graduates; even those that don't yet exist!



ADVANTAGES OF BUSINESS INTELLIGENCE AT HURON

- Graduates of Business Intelligence degrees are in high demand as the field continues to expand.
- Entry level roles often offer attractive salary packages.
- Graduates can work for a wide range of companies in different sectors, offering career flexibility.
- The work in this field directly shapes the employer's business strategy, giving the employee an increasingly large degree of influence the more experienced they become.
- This specialization will leverage Huron's liberal arts model and extensive teaching resources to provide students with *interdisciplinary perspectives* that will enhance their creativity and ability to innovate.
- Guaranteed paid internships offers the opportunity to gain real-world experience with top companies.

COMMON COURSE TOPICS IN BUSINESS INTELLIGENCE

- Statistics
- Data analytics
- Data visualization
- Big data and emerging AI technologies
- Database management
- Business Analytics tools
- Information technology and information systems
- Digital Marketing

CAREER OUTCOMES

- Finances
- Banking
- Marketing
- Logistics
- Management
- Telecommunications
- Data security

REQUIREMENTS

Students must complete first year requirements in the M.O.S. program in order to be eligible for the Business Intelligence specialization in their second year. Visit the website huronatwestern.ca/programs/management-and-organizational-studies/ for more details regarding first year requirements.

"In today's world, analytical skills have become vital to the success of many business organizations. Our new Business Intelligence program allows students to acquire and combine Information Technology skills with Social Sciences knowledge"

DR. ARIA TEIMOURZADEH, Faculty lead for Business Intelligence



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